

EAT THE UGLY FROG & BECOME A BETTER NEGOTIATOR

Negotiation Skills Training Programmes



Maguire|zatt



SAY NO! THEN NEGOTIATE

Foundation skills in negotiation: **1-day programme**

Max group size: **16**

We all negotiate daily with colleagues, bosses, friends and family. It's about persuading and influencing others to settle an argument, agree a way forward, or to get support for what we want to do. This one day programme is designed for those who are new to negotiation and those with some experience who feel they would benefit from a structured approach to negotiation.

The objective is to help you develop confidence in your ability to negotiate by ensuring you have a clear understanding of what happens in a negotiation and how you can control it.

1-DAY
PROGRAMME

1. The need to negotiate

Here we start with some of the basics: what is a negotiation, how do we know when we are in one, what are the different types of negotiations and how do we choose which type is most appropriate. Importantly we look at the key behaviours that differentiate good and bad negotiators.

- Why negotiate?
- Competitive or collaborative - you choose
- Behaviours of good and bad negotiators

2. Planning to negotiate

Careful preparation is essential before starting to negotiate. Here we provide a structured model to help you identify the key elements to focus on when planning.

- ACTIVE™: a structured approach
- Sources of value: what can you trade?
- Mechanics

3. Persuasion

At the heart of negotiation is the ability to move our opponent to a position closer to our own. To do this we need to understand and be able to use a range of persuasion techniques.

- How we persuade people
- MUSCLES: key persuasion techniques
- Common persuasion traps

4. Structure of negotiation

Each negotiation will be different, but they will all share common phases. The key to feeling more confident in negotiations is in understanding what those phases are and the problems you are likely to encounter in each one.

- Phases: Beginning, middle and end
- Allocating your time
- Common traps - and tips to deal with them

5. Control skills

In this session we look at the key control skills for dealing with a range of situations from arguments to stalemates, speeding things up, and slowing them down.

- The power of questions
- Listening
- The power of silence

6. Personal style

The personal style of the individuals in the negotiation will shape the outcome of a negotiation. We need to be conscious of how we come across - and select an appropriate style.

- Different styles - and their strengths and weaknesses
- Choosing an appropriate style
- Responding to different styles

**For those who want to
cram as much as they
can into a one day
programme,
or who are restricted for time.**

Benefits of attending

Following the programme you will be able to:

- Understand the structure and process of negotiation
- Feel more confident in negotiations
- Identify different styles of negotiation and choose an appropriate style
- Identify and use the power of a negotiated impasse
- Recognise and use key skills to maintain control - even in difficult situations
- Recognise the strengths and weaknesses of your own and others' positions
- Differentiate between objectives and positions

EAT THE UGLY FROG

Essential skills in negotiation: **2-day programme**
Max group size: **12**

Negotiation is a behavioural skill. Like any skill, the more experience and constructive feedback you get, the greater the improvement. This two day programme covers all the elements of the one day module and much more. It goes beyond the theory and provides plenty of opportunities to practice the skills and techniques in a safe environment through business simulations.

Through feedback from highly experienced tutors we will help you identify and build on your strengths and suggest areas and ways to stretch your performance.

2-DAY
PROGRAMME

1. The need to negotiate

Here we start with some of the basics: what is a negotiation, how do we know when we are in one, what are the different types of negotiations and how do we choose which type is most appropriate. Importantly we look at the key behaviours that differentiate good and bad negotiators.

- What is negotiation?
- Competitive or collaborative - you choose
- Recognising different approaches

2. Behaviours of effective negotiators

As with any skill, development starts with identifying what good looks like and then trying to close the gap between where we are, and where we want to be. Here we build a model of the behaviours of effective negotiators.

- Behaviours of good & bad negotiators
- Effective planning
- Face-to-face dos and don'ts

3. Planning to negotiate

Careful preparation is essential before starting to negotiate. Here we provide a structured model to help you identify the key elements to focus on when planning: from differentiating between wants and needs to measuring success.

- ACTIVE™: a structured approach
- Sources of value: what can you trade
- Mechanics

4. Persuasion levers

At the heart of negotiation is the ability to move our opponent to a position closer to our own. To do this we need to understand and be able to use a range of persuasion techniques.

- How we persuade people
- MUSCLES: key persuasion techniques
- Common persuasion traps

5. Structure of negotiation

All negotiations will be different, but they will all share common stages. The key to feeling more confident in negotiations is understanding what those stages are and the problems and emotions you are likely to encounter.

- Phases: Beginning, middle and end
- Allocating your time
- Common traps - and tips to deal with them

6. Control skills

In this session we look at the key control skills for dealing with a range of situations from arguments to stalemates, speeding things up, and slowing them down. These are the things that will make a difference.

- Questions, questions..
- Listening
- Dealing with pressure...and other problems

7. Personal style

The personal style of each individual will shape the outcome of the negotiation. We need to be conscious of how we come across and select an appropriate style.

- Identifying different styles
- Choosing an appropriate style
- Your personal style - strengths and weaknesses

8. Body Language

Much of what we communicate is not in the words themselves, but how we convey them. Effective negotiators are aware of their non-verbal messages - and how to read those of others.

- Eight dimensions of body language
- Interpreting non-verbal cues
- Synchronising what you see with how you are

9. Tips and traps

When you have been around negotiations as long as we have, you get to spot the traps and to pick up some tips for how to deal with them. Throughout the workshop we provide practical advice based on the situations that we get asked about most.

- Dealing with dirty tricks
- Dealing with difficult people
- Negotiating remotely: email, telephone

Looking for hands on practical experience & feedback?
This is the programme for you.
It's a great mix of theory & practice.

Benefits of attending

Following the programme you will be able to:

- Control the negotiation process - even when dealing with difficult people
- Explore different approaches in a safe environment
- Get feedback on your approach and style
- Address aspects of your negotiation performance you are not happy with
- Get feedback from other experienced negotiators
- Add new approaches and techniques
- Respond to body language
- Recognise the strengths and weaknesses of your preferred style
- Achieve a step change in your negotiation through improved planning

MASTERING COMMERCIAL NEGOTIATION

Advanced skills in negotiation: **3-day programme**

Max group size: **8**

Designed for individuals with extensive experience of negotiating, this highly hands-on workshop is the ideal choice for senior managers looking to stretch their performance and expand their range of approaches and styles.

It provides terrific insight into the dynamics of team negotiations and introduces an effective coaching approach for you to use in developing not only yourself, but the negotiation skills on the job of others in your organisation.

3-DAY
PROGRAMME

1. Workshop overview

A maximum of eight people arrive to work as a team to negotiate a solution to a detailed business problem they have been sent in advance of the workshop. The team is supported by short relevant inputs and ongoing constructive tutor review for both the team and individuals. The aim is to mirror as realistically as possible the issues involved in assembling and managing a negotiation team throughout the search for a solution.

2. Negotiation models

The morning of day one introduces key concepts and negotiation models and techniques, including the model of excellence against which individual performance over the programme will be compared. Further short plenary sessions will be introduced at key points during the three days but the focus is on you actively planning for and conducting multiple negotiations.

3. Business simulation based

You will receive a detailed business simulation in advance of the workshop which will provide details of costs, contract details, stakeholders, background, and email correspondence related to the problem. This allows you to explore and negotiate multifaceted aspects of a commercial problem.

4. Participant led

The team decides from the simulation who it wants to negotiate with and the number, duration and timing of the negotiations. The team nominates individuals to negotiate on its behalf while the remaining team members watch the negotiation via a CCTV link in another room. We provide the required negotiators and provide a running review of the negotiation.

5. Personal Style

Using a range of instruments, we help you broaden your understanding of your personal style, including your cognitive problem solving style, and the role it plays in negotiation when you are with those of a similar or different style. Our aim is to help you widen your repertoire of styles and to help you choose and use styles more appropriately and effectively.

6. Developing an effective negotiation team

While many of us may prefer to negotiate solo, business reality often dictates that we negotiate as a team with all its headaches. We tackle the practical issues and problems involved with creating and leading a highly effective negotiation team - and how to get the best from it.

7. Role of the tutors

Our role is to introduce key models and theory to support the different stages of the negotiation process, provide support to

the planning sessions and provide greater challenge where we think there is potential for talent stretching. During the negotiations, we provide real time appraisals of style, behaviours, control and achievement. We are on hand to give you feedback, and tips, and suggest options and approaches. Perfect for senior managers used to giving, but not getting, feedback.

8. Coaching

A key objective of the programme is for you to be better equipped at reviewing and improving your own progress as well as providing constructive feedback for others. During the workshop you will get plenty of experience and support in giving and receiving feedback about performance throughout all stages of the negotiation. This ensures that when you return to your workplace, you will have a model for stretching the negotiation skills of others, as well as yourself.

9. Programme style

Using a combination of tutor input, psychometric profiling of problem solving style and conflict resolution style, role-play, peer group review and video feedback, participants will review their negotiating strengths and weaknesses and develop an action plan to improve their negotiated agreements. The mix of elements make this a highly interactive and lively workshop.

Great for senior managers wishing to stretch their performance
and get objective and constructive feedback on their style and approach

Benefits of attending

This programme is the preferred choice for those with experience of negotiation looking to:

- Achieve a step change in their negotiations through improved planning
- Explore different approaches and techniques in a safe environment
- Get feedback on their approach and style
- Address aspects of their negotiation performance they are not happy with
- Get feedback from other experienced negotiators
- Create and lead highly effective negotiation teams
- Reflect and build on their previous experience
- Develop an action plan for extending their repertoire of styles and approaches

MAGUIREIZATT TRAINING

WHY CHOOSE US?

We have developed and deliver a portfolio of over 30 commercial skills training workshops. Over the last 20 years we have got to know what works, and what doesn't.

Despite differences in people's preferred learning styles, there are some things that everyone wants from a workshop: they want to be engaged and entertained, they want to know how it's relevant to them, they want to feel its ok to ask questions, to debate, and to challenge. They want a great environment, with a small group. They want their confidence boosted, to learn something new or see things differently. They want to walk out at the end feeling they can do more, and differently and they are up for the challenge - even if they arrived somewhat reluctantly!

That's what you get when you come to Maguireizatt. Challenging. Thought provoking. High energy. Just some of the

words people have used to describe our workshops. We are highly experienced operationally as commercial managers and as presenters. We bring energy, passion, expertise, commercial pragmatism and a healthy dollop of humour to our workshops whether it is with senior managers or newcomers. We know all our presenters: if we don't rate them, they don't get in front of you. How many of your training providers can say the same?

That's why our clients keep asking us back.

Our programmes can be run for groups in-house: we can come to you or, if you want to get away from the distractions of the office, why not come to us? If you don't have enough people for an in-house workshop then our open programmes may suit you better - either on one of our published dates or we will look at other dates to suit you.

“Extremely knowledgeable and pragmatic - they were able to help apply the ideas to our situation.”

“I feel much more confident about my ability to get what I want.”

“This is the best negotiation training I have been on. It was totally relevant and thought provoking.”

“The quality of the feedback and the approach was second to none.”

NEGOTIATION TRAINERS

Negotiation skills are best developed through experience which is why we use many trainers across our workshops. Our trainers have experience across a range of sectors and roles so we can put a team together that's right for your experience and organisation. Here are just some of our trainers you will meet on our negotiation workshops:



Rob Maguire (MCIPS) Rob is a brilliant problem solver and a highly engaging speaker. His innovative thinking and approach have led to stunning business improvements for our clients, and broken stalemates in many commercial negotiations. He has over 25 years purchasing and supplier management experience in both operational and management consulting roles.



Janet Izatt Janet has the knack of converting the downright disinterested and the highly cynical. Highly experienced operationally as a manager and presenter, Janet regularly provides consulting, training and mentoring across a range of commercial subjects. She has worked in the UK, The Netherlands and Australia in journalism, information management and management consulting.



Rod Lewis Rod has a real talent for getting his sleeves rolled up and getting stuck into how we can get things to work better and more profitably. Rod has nearly 30 years experience in purchasing and supply chain management, and sales and customer service management. He is a passionate presenter and a great negotiator - and he's been delivering negotiation programmes with us for years.



Simon Awdry Simon previously worked for retailer First Quench (Victoria Wine and Thresher off licences) as a national trainer where he developed and delivered a range of key development programmes for over 18,000 employees across all levels of the business. He is a highly experienced and engaging trainer and regularly delivers our negotiation skills programmes.

OUR TRAINING VENUE

Over the years we've come to realise that to truly get the most from your training programmes, the right venue plays a vital role.

That's why we have created a refreshing alternative to hotels and conference centres in the thriving Cotswold market town of Moreton-in-Marsh. We've taken two beautiful 17th Century town houses and converted them into one dedicated venue, which offers a fresh mix of the right elements – great location, excellent coffee and food, comfy furniture and a relaxed environment. Combining all the modern touches you'd expect, along with a few you wouldn't, in a very private setting.

Ruskin House, and our offices in adjoining Campion House, offers a collection of meeting rooms, lounge, courtyard, small

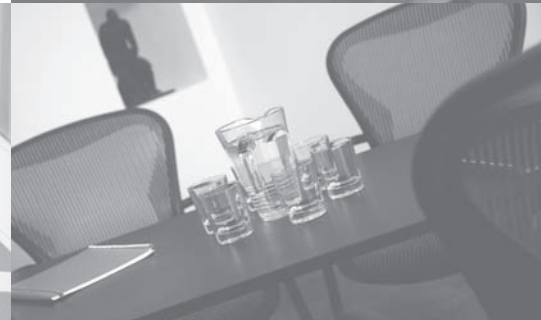
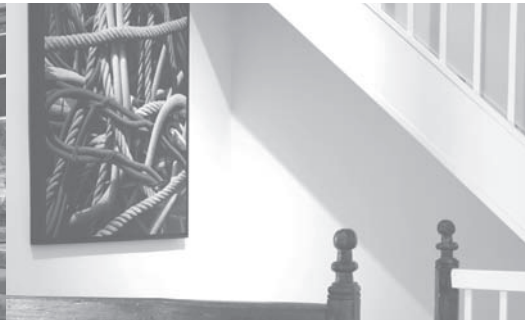
garden and kitchen, which provides an ideal venue for groups of up to 16 to concentrate on the day ahead without the usual distractions a shared venue brings.

If you are spending two or more days with us, we have great relationships with the main hotels and restaurants in the town ensuring that great accommodation, food and wine are only a few steps away.

Moreton-in-Marsh is one of the main market towns in the northern Cotswolds situated on the Fosse Way. We are a few minutes walk from the Moreton-in-Marsh train station which has a direct rail service, taking about 90 minutes, to London's Paddington Station. By car, we're 30 minutes from junction 15 of the M40 making it a great location wherever you are based.



“Great environment - a real breath of fresh air”





SOUND GOOD? OUR RATES ARE GREAT VALUE TOO!

Say No Then Negotiate: £369

Thurs 14 October 2010
Thurs 11 November 2010
Thurs 10 March 2011
Thurs 7 April 2011
Thurs 12 May 2011

Eat The Ugly Frog: £699

Tues 21 - Wed 22 September 2010
Tues 16 - Wed 17 November 2010
Tues 15 - Wed 16 March 2011
Tues 17 - Wed 18 May 2011

Mastering Commercial Negotiation: £1,125

Tues 28 - Thurs 30 September 2010
Tues 23 - Thurs 25 November 2010
Tues 8 - Thurs 10 February 2011
Tues 24 - Thurs 26 May 2011

Booking Enquiries

You can contact us by phone, email or via our website to book on a programme or find out more about what we do.

Telephone **01608 654 201**

Call if you want to book on one of our programmes or find out more about these or our other programmes. We may be running a workshop, so please leave your name, number and a message and we will call you back.

Email training@maguirezatt.co.uk

Drop us an email with your contact details and a brief outline of the training you are interested in and we will be in touch with more information and to discuss how we can help.

Visit www.maguirezatt.co.uk

If you are interested in booking on a programme, you can register your interest by completing our online enquiry form. You won't need to make a payment online, we will follow up your enquiry by phone or email.

Our other programmes

If you would like to find out more about the other programmes we run, you can request a copy of our training brochure by dropping us an email at training@maguirezatt.co.uk or downloading a pdf copy of our brochure from www.maguirezatt.co.uk/brochures

Important Information

The fees shown are exclusive of VAT and they include all written materials, lunch and refreshments. Once we have confirmed your training requirements via tel/email, a VAT invoice and a training pack will be sent to confirm your booking. This includes a full statement of our terms and conditions and a venue location map.

Payment will be required in full 8 weeks before the first training date.

Substitutions/cancellations

Upon receipt of payment, your place(s) will be confirmed. Any cancellation/transfer must be received in writing. The appropriate charge will apply based on the cost of your booking:

Transfers

Up to 28 days before the event No charge
27-14 days before the event 10% +VAT
Less than 14 days before the event 100% +VAT

Cancellations

Up to 28 days before the event 10% +VAT
Less than 28 days before the event 100% +VAT

A substitute delegate can be named at any time before the programme begins without charge on the proviso that the substitute delegate has completed any pre-course reading or activities where this is a programme requirement.

Multiple booking discounts

If you are thinking about booking multiple delegates give us a call. Rather than offer a flat rate discount structure, we prefer to discuss individual requirements with you. Let us know what you are thinking about, and we will look at the best offer for you.

Disclaimer

The booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Maguirezatt LLP to change the content and timing of the programme, the presenters, the date or the venue. In the unlikely event of the programme being cancelled, Maguirezatt LLP will automatically make a full refund but disclaim any further liability.

Maguirezatt LLP

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